

The telemarketing industry inconveniences everyone they call. They only sell to some. They can afford to pay all costs resulting from their activities. Consumers, who never asked to be called, should not be forced to pay any costs whatever to avoid telemarketing calls.

Company-specific do not call lists do not seem to work in all cases. I have received two money settlements from companies. I requested both to put me on their do not call list. In one case, I went as far as calling the company's corporate office to make the request. This company called twice more. The other company ignored at least two do not call requests.

In addition, abandoned calls give no opportunity to consumers to make do not call requests. Finally, some telemarketers use a generic name such as "Awards Claim Center" or "Satellites Direct" which is not their actual corporate name. Some use no company name at all, only the personal name of the caller. In these cases, consumers do not know whether a do not call request will be honored, because they do not know what company called.

A national do not call list is the right answer. A central registry of telemarketers should be set up, and a fee for registration and use of a do not call list established. This has the advantage of reducing the telemarketers' costs by reducing the number of calls they make to uninterested consumers. All telemarketers should be required to register, and to give their registration number when asked during a solicitation. Failure to register, or failure to give the correct registration number, should be a criminal offense.

Predictive dialers have no value to anyone but the telemarketers. Their abandon rate should be set at zero.

The device commonly known as a "war dialer" should be banned, and possession should be considered prima facie evidence of intent to use it, and a criminal offense. The device serves no legitimate purpose.